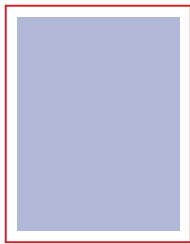


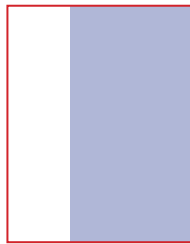
Print Advertising Specifications



Full Page

Live Area

7 in x 10 in
177.8 mm x 254 mm



2/3 Vertical

Bleed Size

5.5 in x 11 in
139.7 mm x 279.4 mm

Trim Area

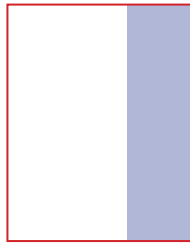
5.25 in x 10.75 in
133.3 mm x 273 mm



Full Page

Trim Area

8 in x 10.75 in
203.2 mm x 273 mm



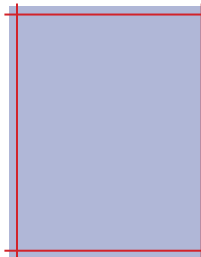
1/3 Vertical

Bleed Size

2.75 in x 11 in
69.8 mm x 279.4 mm

Trim Area

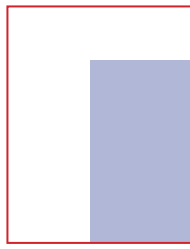
2.6 in x 10.75 in
66 mm x 273 mm



Full Page

Bleed Size

8.25 in x 11 in
209.5 mm x 279.4 mm



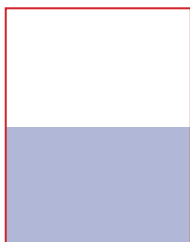
1/2 Island

Bleed Size

4.75 in x 7.625 in
120.6 mm x 193.6 mm

Trim Area

4.5 in x 7.375 in
114.3 mm x 187.3 mm



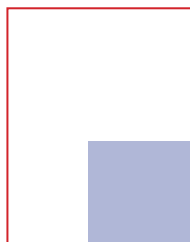
1/2 Page Horizontal

Bleed Size

8.25 in x 5.625 in
209.5 mm x 136.5 mm

Trim Area

8 in x 5.375 in
203.2 mm x 136.5 mm



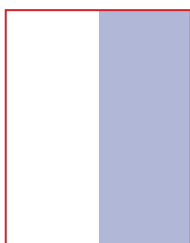
1/3 Square

Bleed Size

4.75 in x 5.125 in
120.6 mm x 130 mm

Trim Area

4.5 in x 4.875 in
114.3 mm x 122.5 mm



1/2 Page Vertical

Bleed Size

4.25 in x 11 in
104.7 mm x 279.4 mm

Trim Area

4 in x 10.75 in
88.9 mm x 273 mm



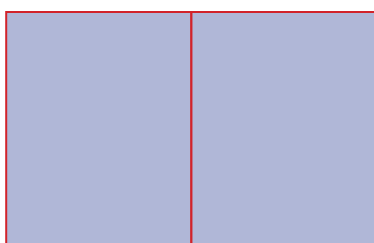
1/4 Square

Bleed Size

3.375 in x 5.125 in
85.7 mm x 130 mm

Trim Area

3.125 in x 4.875 in
79.3 mm x 122.5 mm



Spread

Bleed Size

16.25 in x 11 in
412.7 mm x 279.4 mm

Trim Area

16 in x 10.75 in
406.4 mm x 273 mm

Submission Requirements

Lab Manager Magazine is produced in Adobe InDesign on a Macintosh platform. Please follow these guidelines carefully to avoid additional production charges.

Late Fee Advertising material received after material due date will be subject to a \$200 late charge.

Production Charges *Lab Manager Magazine* has complete production capabilities available including ad design, layout, and copyrighting. Advertisers will be billed for production costs at prevailing rates.

All materials should be submitted on disk or by e-mail and **MUST** include:

- Ad document and file name.
- Program name and version used.
- All original graphics, logos, and/or scans. All artwork must be at least 300 dpi and 100% of repro size, except for vector art. Accepted formats are high-resolution .TIF, .EPS, or .PDF.
- All fonts used in the document—printer and screen as well as embedded fonts. Some fonts may be converted to include them in the page.
- All color converted to CMYK.
- Color proof must accompany all ads. LabX will not be held responsible if proof is not provided.
- FTP submission available upon request.

For more information or questions, please contact your LabX sales representative.

Failure to provide any of the above will result in significant delays in the production process and may incur additional expense.

The editors of *Lab Manager Magazine* want to help you promote your company and products for free. Please send your product, news, literature, and event announcements electronically to editors@labmanager.com.

Text: Attach as MS Word or plaintext (.doc or .txt) file. Image: Attach as .tif, .eps, or .jpg file.